



CREATIVE ECONOMY DEPARTMENT MEMORANDUM

TO: MAYOR J. LEHMAN AND MEMBERS OF COUNCIL

FROM: L. MACIBORKA, SUPERVISOR OF VENUE MANAGEMENT, X4506

NOTED: K. DUBEAU, DIRECTOR OF CREATIVE ECONOMY DEPARTMENT
Z. LIFSHIZ, EXECUTIVE DIRECTOR OF INVEST BARRIE
M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: MERIDIAN PLACE PROGRAMMING 2019 SEASON – WARD 2

DATE: JUNE 10, 2019

The purpose of this Memorandum is to provide members of Council with an update regarding the planned programming at Meridian Place for the Spring/Summer 2019 Season.

Through a joint programming effort between the Creative Economy, Recreation, and Parks Departments, in partnership with the BIA, the Meridian Working Group has developed a Spring/Summer 2019 Season program that includes a mix of free passive programming open to the public during week days and weekends, and that will tie Meridian Place to other pre-programmed and planned events such as Promenade Days and Canada Day.

New passive programming initiatives created for the season include TGIT (Thank Goodness It's Tuesday/Thursday) from May to October that animate Meridian Place during lunchtime and afternoons. Programming will vary week-to-week including pop-up activations such as library book carts, games carts and art supply carts, to food trucks, temporary art exhibits and entertainment. The planned addition of furniture to the space for this season will also help increase traffic into the space for passive use.

Other new programmed series for the 2019 Spring/Summer Season are free, open to the public City of Barrie Fitness classes that will take place Tuesday - Thursday from 9am to 10am from July to September. These classes range from Cize Dance Classes, to Zumba Fitness and Yoga. We are also bringing our Emerging Musicians into the space to help elevate the atmosphere on less busy days as well as to entertain guests leading up to the popular Lawnchair Luminata Film Screenings that occur on Wednesday evenings from July to September. The programming calendar is attached as Appendix "A".

The free programming will be marketed and advertised through our Creative Barrie, City of Barrie and BIA social channels as well as in print through the creation of rack cards, posters, A-Frames and a large 8ft Snap Frame. Updates on Fall/Winter Programming will be finalized and distributed in a memo for later this summer. The marketing designs are attached as Appendix "B", and are being finalized with Communications.

A follow-up report will be sent to council this fall following the completion of our Spring/Summer season.